

**OFFICE OF THE MISSISSIPPI SECRETARY OF STATE
SECURITIES AND CHARITIES DIVISION**

IN THE MATTER OF :

MY SOUTH, INC.

c/o REBECCA PIERCE

109 Water Dance Way, Apt. H-3

Brandon, Mississippi 39047

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Administrative Proceeding

Number: C-09-0237

Respondent

CONSENT AGREEMENT

I.

The Securities and Charities Division of the Mississippi Secretary of State's Office (hereinafter "Division") having the authority to administer and to provide for the enforcement of all provisions of the Mississippi Charitable Solicitations Act (hereinafter "Act"), and Respondent REBECCA PIERCE (hereinafter "Pierce") hereby enter into this Consent Agreement in resolution of the following allegations by the Division of violations of certain provisions of the Act.

1. Respondent is an incorporator of My South, Inc. (hereinafter "My South")
2. My South is a Mississippi non-profit organization with the stated purpose to "raise funds to underwrite the event (My South: A Celebration of Southern Art, Music, Literature and Food) and make contributions to a designated number of Mississippi charities in the form of one-time donations".
3. As an incorporator and officer/director of My South, Pierce was responsible for purchasing items for the event. One of the items purchased by Pierce was a Louis Phillip Armoire for Twenty-Five Hundred Dollars (\$2500.00) from *The South*. This item was not used at the event or donated to a charity. It was used for Pierce's personal use.

II.

Respondent, under the terms of this Consent Agreement and solely for the purpose of resolving the foregoing allegations, stipulates without a hearing to the matters set forth above in Paragraph I and hereby consents to the issuance of this Consent Agreement and further consents to and agrees to the undertakings contained herein, with no formal administrative hearing and determination of wrongdoing.

III.

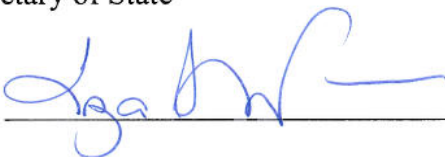
THEREFORE, in consideration of a final resolution of the matters set forth herein, the Division and Respondent hereby agree and stipulate as follows:

1. Respondent stipulates to the jurisdiction of the Division as to all matters contained herein under the authority of the Act and acknowledges that the issuance of this Consent Agreement is solely for the purpose of resolving the matters set forth herein.
2. The Division requests that Respondent pay My South a sum of Twenty-Five Hundred Dollars (\$2500.00) for the Louis Phillip Armoire upon execution of this Agreement.
3. This Consent Agreement is in resolution of the matters contained herein. As a result of this Consent Agreement, the matters contained herein cannot be used as a basis for action by the Division except in determining any penalty as may be imposed by the Division for any future violations of the Act committed by the Respondent and as set forth below.

IV.

In the event Respondent fails or neglects to comply with any of the terms, stipulations or undertakings set forth in this Consent Agreement, the Division may, without notice to the Respondent, unilaterally rescind this Agreement and institute any legal or administrative proceedings it deems appropriate including, but not limited to, proceedings to address the matters set forth herein.

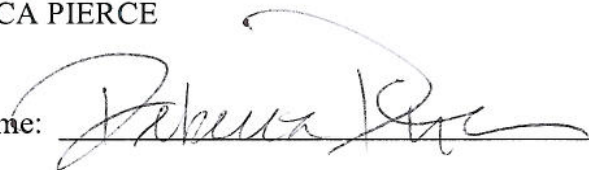
DELBERT HOSEMAN
Secretary of State

By: 

TANYA G. WEBBER
Assistant Secretary of State
Securities and Charities Division

Date: 1/20/2010

REBECCA PIERCE

Sign Name: 

Print Name: Rebecca Pierce

Date: 1/20/2010